

ABSTRACT OF THE DISCLOSURE

Methods and systems are disclosed in which content can be safely distributed and protected in a manner that is viable in terms of bandwidth economy and ensures that clients can be identified by the content received. Copies of encrypted content can be provided such that unique watermarks can be added to the copies. Content can also be both watermarked uniquely for multiple clients and multicasted to the clients. As such, content can be distributed using the bandwidth efficiency of multicasting while providing reliable content protection and watermarking.